

A CROSS-CULTURAL CONTENT ANALYSIS OF
CHINESE AND U.S. MAGAZINE
ADVERTISEMENTS

BY

KE DONG

Bachelor of Laws

Beijing Broadcasting Institute

Beijing, P. R. China

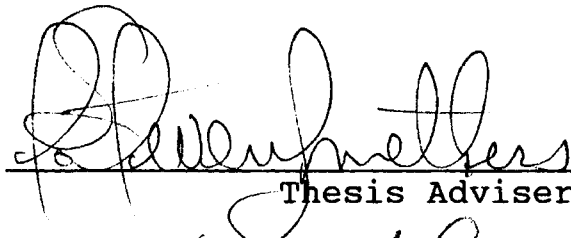
1988

Submitted to the Faculty of the
Graduate College of the
Oklahoma State University
in partial fulfillment of
the requirements for
the Degree of
MASTER OF SCIENCE
July, 1994


OKLAHOMA STATE UNIVERSITY

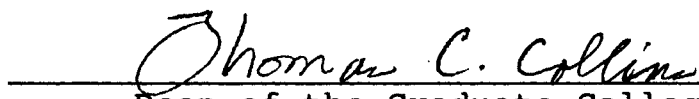
A CROSS-CULTURAL CONTENT ANALYSIS OF
CHINESE AND U.S. MAGAZINE
ADVERTISEMENTS

Thesis Approved:


Thesis Adviser






Dean of the Graduate College

ACKNOWLEDGEMENTS

I wish to express my deepest appreciation and sincere thanks to my thesis adviser, Dr. Steven Smethers, for his guidance, encouragement, knowledge and most of all the patience and understanding he exhibited throughout this graduate project. I also wish to thank Dr. Charles Fleming, not only for serving on my graduate committee, but also for giving me some of the most challenging and rewarding classroom experiences of my academic career. Also, my appreciation goes to Dr. Maureen Nemecek for her service on my graduate committee.

Sincere thanks to Dr. William Carvell, Dr. Michael Carvell, Karen Carvell, Walter Carvell and Patricia Carvell, for sponsoring me studying in the United States. Without their financial support, my study in the United States would not be possible and complete.

The people I most want to thank though, are the people who too often get thanked the least. First, my sisters, Dongyi Carvell, Yun Dong, and Su Dong. They have always been my friends and supported me from the beginning of my coming to the United States. And finally my parents, Renjie Dong, Qi Wang. Their selfless sacrifice and love have made my studying in this program possible.

TABLE OF CONTENTS

Chapter	Page
I. INTRODUCTION	1
General	1
Background	1
Statement of the Research Problem	4
Purpose of the Study	5
Significance of the Study	5
Limitations of the Research	8
Organization of the Study	9
II. REVIEW OF THE LITERATURE	12
General	12
Studies Critical of Globalization Theory	14
Studies Supporting Globalization Theory	18
Studies Related to Advertising in China	19
The Importance of Visual Components in Advertising	21
III. METHODOLOGY	28
Research Design	29
Research Questions	32
Hypotheses	33
Selection of Samples	36
Statistical Methods	39
Assumed Limitations	40
IV. ANALYSIS OF DATA	44
Statistical Analysis	44
Intercoder Reliability	45
Findings	46
V. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	56
Summary	56
Conclusion	61
Recommendations for Further Research	65
SELECTED BIBLIOGRAPHY	69

APPENDIXES	73
I. Sample of literal visual	73
II. Sample of symbolic visual	74
III. Sample of description appeal	75
IV. Sample of comparison appeal	76
V. Sample of association appeal	77
VI. Sample of symbolic appeal	78

LIST OF TABLES

Table		Page
I.	Intercoder Reliability	45
II.	Frequency of The Use of Visuals By Magazine (Nation)	46
III.	Frequency of The Use of Visual Appeals By Magazine (Nation)	49
IV.	Proportion of Visuals in Chinese Magazines	52
V.	Frequency of Use of Visual Appeals in Chinese Magazine Advertisement	53
VI.	Proportion of Visuals in American Magazines	54
VII.	Frequency of Use of Visual Appeals in American Magazine Advertising	55

CHAPTER I
INTRODUCTION
General

In today's international advertising practice, cultural aspects are particularly important in advertising communications, since communication is so closely tied to cultural norms. A consumer who is exposed to a specific culture becomes committed to that culture's style of thinking and feeling; value systems, attitudes and even perception processes are all culturally influenced.¹ Consequently, promotional communications are developed to coincide with a particular society's cultural norms.

As a form of social communication, advertising is considered to be particularly reflective of culture. Cultural values tend to be reproduced in idealized form through advertising so that the audience may want to identify closely with the subject of the advertisement. This culture-laden characteristic of advertising prompts researchers to have interest in cross-cultural studies of advertising.

Background

Advertising scholars have a long-standing interest in

finding answers for the debate on "standardization - localization". In the beginning of this nearly thirty-year-old debate, scholars such as Roostal, Elinder, and Fatt recommended that advertisers use standardized advertising campaigns because the needs and values of international customers were becoming increasingly similar (due to increasing international communication).² More recently, Lebvitt argued that there was now a "global village" of millions of consumers who share common needs and common social values.³

Advocates of a "standardized" approach believe that advertisers who develop just one set of ads for their multinational markets will realize benefits such as reduced costs, increased control over ad content, stronger brand images, and simplified strategic planning. These benefits should help multinational firms compete more effectively in foreign markets.⁴

Other authors have questioned the wisdom of sharing advertising themes among countries. Harris argued that standardized ad campaigns were inappropriate for most brands; the few exceptions either demanded an "international image" or were best promoted by ads with low information content.⁵ Green and Hornik concluded that product universality is a necessary, but not sufficient, condition for successful standardized ad campaigns.⁶ Walter argued that differences across cultures hinder marketing

uniformity.⁷ Marquez and Hong suggested that advertising portraying the values of the indigenous culture is more effective than advertising that ignores such norms.⁸

Kashani argued that the tales about successful standardization were often one-sided; no mention was made of the following complexities and risks.⁹

Despite the wave of responses and research, the issue of globalization is far from settled. Researchers have recognized that a policy of standardized advertising must assume a high degree of cultural and economic homogeneity between countries. Boddewyn wrote that standardization of advertising was more resistant to uniformization than were that of product and brand.¹⁰ To test this assumption, many studies have been conducted examining the content of advertisements. Most of the studies concentrated on the verbal content of advertisements and found significant cultural differences in terms of the informativeness of advertisements. Nevertheless, advertising practitioners are more likely to apply the globalization concept in the visual component of advertisements.¹¹ However, there are only a few studies devoted to this issue.

Furthermore, the development of advertising in China differs from that of the United States as a result of its cultural and political situation, which has undoubtedly influenced advertising practices. Advertising has a long history in China. As early as 1923, Chinese magazines such

American advertising practitioners should be able to use standardized advertising visual appeals for their advertising campaigns. As Clark said, "If we were to hang these ads on a wall, we would have a series of identical ads which varied only in language".¹⁶ However, researchers have found significant differences in advertising practices among various countries. Should American advertising practitioners apply the globalization concept when developing advertising campaigns for products sold in China? The research problem examined in this study is how the American and Chinese cultures are different in terms of advertising visual expression.

Purpose of the Study

Scholars and international advertising experts have recognized the importance of cultural differences among countries while developing international advertising campaigns. However, how Chinese advertising differs from marketing approaches in the United State is still unknown. The purpose of this study is to compare the use of visual appeals in magazine advertising between the People's Republic of China and the United States.

Significance of The Study

This research effort is important in terms of the development of the globalization theory and international

American advertising practitioners should be able to use standardized advertising visual appeals for their advertising campaigns. As Clark said, "If we were to hang these ads on a wall, we would have a series of identical ads which varied only in language".¹⁶ However, researchers have found significant differences in advertising practices among various countries. Should American advertising practitioners apply the globalization concept when developing advertising campaigns for products sold in China? The research problem examined in this study is how the American and Chinese cultures are different in terms of advertising visual expression.

Purpose of the Study

Scholars and international advertising experts have recognized the importance of cultural differences among countries while developing international advertising campaigns. However, how Chinese advertising differs from marketing approaches in the United State is still unknown. The purpose of this study is to compare the use of visual appeals in magazine advertising between the People's Republic of China and the United States.

Significance of The Study

This research effort is important in terms of the development of the globalization theory and international

marketing advertising practices. From a theoretical perspective, this study may provide some validation of the globalization theory. It is very significant to know to what extent the globalization theory applies to countries differing in cultural traditions. Although many researchers have conducted studies on this issue, they have not reached a final conclusion. A comparison study on the use of visual appeals in magazine advertising between the United States and the People's Republic of China would seek to support the globalization theory.

From a practical perspective, it is important to know the differences that exist among nations in order to enhance marketing efforts. As scholars have recognized, successful advertising practices are one of the most important elements of overseas trading, since advertising represents a significant amount of the funds allocated to sales efforts. Therefore, a cost-effective advertising campaign itself is at least a partial predicator of the success of international trading. Second, the international marketplace has a further dimension. In markets without a local sales force, the advertising campaign is the company's best salesperson. Further, successful advertising campaigns can build and maintain a lasting image for the product/organizations, which sometimes helps the organization overcome difficulties in occupying and maintaining a foreign market.¹⁸

Since China is becoming a huge consumer market, a good understanding of Chinese advertising practices will be beneficial for American advertising practitioners to develop effective campaigns in China. China is now one of the fastest growing economies in the world. In 1992, the Chinese economy with 1.2 billion people, grew by more than 12 percent in real terms which was the highest rate in the world.¹⁹ Further, trade exceed \$200 billion in 1993, making China roughly the world's tenth-biggest trading nation.²⁰ Experts predicted that the greatest consumer boom in history might be about to take place in China over the next five to ten years. In 1993, average purchasing power in China was almost 30% higher than published figures indicate. This gives China 60 million people with an annual income above the magic threshold of \$1,000-the threshold for spending on non-necessities like color televisions and washing machines. The figure could well rise to 200 million by the year 2000.²¹

More important, China is becoming a bigger and bigger trading partner for the United States. After a 20-year hiatus, trade between the United states and the People's Republic of China resumed in 1972. Trade has developed rapidly since normalization of diplomatic relations in 1979. Two-way trade from \$2.3 billion in 1979 to \$25.3 billion in 1991, a ten-fold expansion. As a result, China became the United States' ninth largest trading partner, up from 35th

in 1979. In 1991, China was the 16th largest foreign market for U.S. products and took a 1.5 percent share of U.S. total exports. Chinese statistics indicated that U.S. products made up 12.6 percent of China's imports in 1991, making the United States China's third largest supplier after Hong Kong and Japan.²²

Limitations of the Research

Generally speaking, content analysis follows the basic experimental procedure, with some variations. Therefore, the study has some limitations due to the characteristics of the research method. This examination is limited by the sample size of the magazine population, the choice of dates to examine, and the use of only 10 magazines. Finally, this study examined only two countries: The United States and People's Republic of China.

In addition, it is recognized that verbal and visual components interact with each other in terms of the informativeness and effectiveness. However, illustrations have been found to be most effective in gaining the attention of customers, pulling them into the body copy,²³ and enhancing a given ads recall value.²⁴ Few efforts have been devoted to determining the differences in magazine advertising in the People's Republic of China and the United States. Therefore, it is considered appropriate here to examine the use of visuals in magazine advertising in these

two countries as the very first step. As a result, the verbal content of magazine advertisements was not germane to this study, although a more comprehensive study examining both verbal and visual components would be highly appreciated.

Organization of the Study

In Chapter II, literature relating to cultural differences and cross-cultural advertising is examined. In Chapter III, the research design and the methodology are discussed in detail. In Chapter IV, the research data are analyzed and presented. The summary and conclusions of this thesis as well as recommendations for further study are given in Chapter V.

Journal of Advertising 15 (1986): 56-62.

¹⁴Clark 58.

¹⁵James Killough, "Improved Payoffs from Transnational Advertising," Harvard Business Review (1978): 102-110.

¹⁶Andrew Tanzer, "A Chinese Riddle for President Clinton," Forber 151 (18 Jan 1993): 37.

¹⁷"Overheated about China," The Economist (23 January 1993), 17-18.

¹⁸"Chinese Consumers: Nest in Line," The Economist (23 January 1993), 66-67.

¹⁹Chen Nai-ruenn, "U.S.-China Trade: Trends and Prospects," Business America 114 (25 Jan 1993): 6-10.

²⁰Ibid.

²¹Ibid.

²²Ibid

²³Richard D. Irwin, Contemporary Advertising (Buvee, Courtland L: William F. Arens, 1992), 328.

²⁴Leo Burnett, "Keep Listening to That Wee, Small Voice," in Readings in Advertising and Promotion Strategy, Arnold A. Barban and C. H. Sandage, eds. (Homewood, Il: Irwin, 1968).

CHAPTER II
REVIEW OF THE LITERATURE
General

This study is based on the debate on "globalization", a concept that can be traced back 30 years. The debate on globalization began in the 1960s and initially focused on -- and largely advocated -- standardizing advertising and marketing in Europe.¹ While middle-of-the-road opinions were heard in the 1960s, it was the 1970s which heralded a more cautionary approach and suggested taking cultural and psychological differences between countries into consideration.² Results of cross-cultural comparative studies on consumers and consumer responses to advertising supported this approach.³ In 1983, Levitt strongly endorsed standardization, which brought the debate back to the forefront in the academic literature and unleashed a wave of responses and research in the 1980s.⁴ Some of the research effort focused on the comparative content of advertising, the content being themes, techniques, and information.

To date, there are three kinds of opinions about the globalization concept. The first group of scholars and practitioners emphasizes the cultural differences that exist

among nations and, either implicitly or explicitly, suggests that advertising approaches in each country will have to take these cultural differences into account. Hall discussed the manner in which people in various cultures view time, space, material possessions, friendships, and agreements.⁵ Lee considered the fallacy of attributing other people with our own cultural traits and the tendency of people to evaluate individuals and events in terms of their own self-reference criteria.⁶ While neither of these scholars were concerned specifically with advertising, their point was clearly that cultural differences must be incorporated into the firm's international strategy. Ryans tended to concur with these arguments, stating that the magnitude of international differences prevented the vast majority of international advertisers from employing a standardized strategy.⁷

Instead of stressing the differences that exist between international consumers, other scholars have emphasized the similarities that are characteristic of people the world over. They argue that all people share the same basic needs and motivations, and that advertising campaigns that are constructed around these needs and motivations can use a universal appeal. References in support of this argument are frequently made to such advertisers as Humble and Coca-Cola, which have successfully employed a standardized advertising approach.⁸

A third group of advertising scholars and practitioners has stated that the appropriateness of this approach to advertising will vary across product categories and will depend on several product-related and environmental factors. Sommers and Kernan take this position when they recognize that standardized advertising is possible when the product serves the same needs across cultures.⁹ However, they also noted that cross-cultural differences will mean that many products will not be used universally for the same reasons and will therefore require the use of different appeals in the nations where the product is sold.¹⁰ Keegan presented a similar approach, stating that the amenability of a product to standardized advertising was a function of the needs satisfied by the product.¹¹ Buzzell also believed that standardization of advertising may be feasible under certain conditions, but indicated several environmental factors which will determine the appropriateness of standardized advertising campaigns.¹²

Studies Critical of Globalization Theory

Many researchers have conducted cross-cultural comparison studies in advertising to examine the globalization concept. Most of them found significant differences between U.S. and foreign countries in their advertising strategies and, therefore, provided evidence against the globalization concept. However, other studies

seemed to support this theory by finding similarity between the U.S. and other nations.

Green and Cunningham tested the acceptability of standardized advertising in 1975. Groups of consumers from three foreign countries -- France, India, and Brazil -- were tested to determine whether they perceive the same product attributes important in the purchase of two common convenience products as a comparable group of consumers in the United States. They found that attributes considered to be important in the United States were not necessarily important to France, Brazil, and India. Therefore, the researcher concluded that advertisements used in these three countries should not contain the same appeals employed in ads in the United States.¹³ Their findings contradicted the idea that international advertising should be standardized due to either the similarities among world-wide consumers or the assumption that several products fulfill universal needs.¹⁴

Madden, Caballero, and Matsukubo conducted a content analysis study in 1986, examining a total of 1,440 advertisements, 832 from American magazines and 608 from Japanese magazines. They identified major differences on magazine advertising in the two countries with respect to the amount of information content included in the ads. They found that Japanese magazine advertising was consistently more informative than U.S. magazine advertising in terms of

the number of criteria applied (using the Resnik-Stern classification of information cues), the number of cues per ad, and various ad sizes. Japanese magazine advertisements concentrated more on price and less in special offers than U.S. magazine advertisements. These differences were due to the Japanese custom of avoiding a hard-sell approach in mass communication, while emphasizing promotion at the point of sale. The authors concluded that American firms needed to yield to the cultural differences that existed between Japan and the United States when advertising their products in Japan.¹⁵

Similar to the above study, Hong, Muderrisoglu, and Zinkhan supported the notion that the United States and Japanese cultures are producing different advertising content and expressions. In their study, Hong employed a Mood Rating Scale to measure the degree of emotional appeals, in combination with Resnik and Stern's information classification system, to measure the informativeness of advertising. With a total of 80 samples, Japanese ads were assessed as more emotionally oriented than American ads. Also, Japanese magazines contained fewer comparative ads than the American magazines. Further, the researchers failed to prove their hypothesis that American ads would contain more product information than Japanese ads.¹⁶

Meanwhile, Dowling conducted a study examining the information content in U.S. and Australian television

advertising. Using Resnik and Stern's information classification system, Dowling found differences in the overall level of advertising informativeness (74 percent Australia versus 49 percent U.S.), the association between informativeness and daily screening times of advertisements (in the evening advertisements became less informative in Australia and more informative in the United States), and the association between the informativeness of the advertisements and type of product advertised. Dowling argued that advertising practitioners and policy makers should yield to the execution of the local market in order to develop an appropriate advertising campaign.¹⁷

Tansey, Hyman, and Zinkhan completed research investigating the cultural themes in Brazilian and U.S. auto ads where they found differences in the use of urban and leisure themes, and the trends regarding the use of leisure themes. The researchers developed their own coding scheme from definitions in Webster's Ninth New Collegiate Dictionary, and analyzed 819 automobile ads that appeared between 1971 and 1980 in Business Week and Visao (a Brazilian magazine). Tansey found that automobile ads targeted to the business subcultures of Brazil and the U.S. differed in three important ways. Brazilian print ads included more urban themes and less leisure themes than the U.S. print ads, and during the 1970s, the percent of print ads that included social leisure themes increased in the

U.S. and decreased in Brazil. Based on their findings, Tansey concluded that because of important historical differences and deeply-ingrained cultural differences, an universal advertising campaign may not be practical.¹⁸

Studies Supporting Globalization Theory

Although many studies have found evidence against the globalization theory, other research findings seem to support this theory. Boote conducted consumer surveys investigating psychographic segmentation in Europe and came to the conclusion that a common advertising campaign would be beneficial in Germany, the United Kingdom, and France. He argued that although there were some differences among the countries, the overall psychographic characteristics of these three nations' consumers were about the same. Therefore, a standardized advertising campaign could be employed.¹⁹

Dunn's study provided evidence supporting a compromise of the two opposite opinions. He conducted a case study of 30 U.S. firms with a long-term foreign advertising campaign and found that most leading international advertisers, agencies and research firms had taken a pragmatic approach to the problem of transferring successful U.S. advertising campaigns to foreign markets, with the final decision based principally on market, cultural and media factors. The analysis of Dunn's findings indicated that most of the U.S.

international marketing executives had taken a pragmatic approach to the problem of deciding the extent to which a given U.S. campaign is transferable to a particular foreign area. He found that while marketers were forced to work out a balance between complete internationalization and complete localization, the campaigns usually were more successful.²⁰

Studies Related to Advertising in China

Despite the significant amount of research efforts devoted to the globalization concept, few have examined advertising in China. Rice found that advertising was becoming more and more important in the Chinese marketplace. He reported that the total media billings (in U.S. dollars) for 1986 were \$228 million. Ad billings had been increasing at an average rate of 50 percent since 1982. Radio and magazine advertising had slightly more than 4 percent of total billings. However these mediums grew at an impressive rate of 33.4 percent and 26.9 percent, in 1986.²¹

Semenik, Zhou, and Moore assessed Chinese business managers' attitudes toward advertising. They surveyed 192 managerial personnel participating in management or executive development programs sponsored by the Chinese government at Chinese universities in 1985. Semenik found that Chinese managers were complying with the government's support of the advertising process and championed advertising as a business tool which would help achieve the

government's economic objectives. However, the managers also viewed advertising as strictly a business tool rather than an information source that could benefit consumers. Chinese managers were also found to be less than enthusiastic towards the Western model of advertising in that they apparently would prefer special advertising publications to mass media advertising transmission.²²

In addition, Ho and Sin conducted a survey investigating Chinese enterprise managers' attitudes towards the economic, social, and content aspects of advertising in China. They concluded that advertising standards in the East and on Madison Avenue are not similar, and should be assessed in light of the demands of Eastern nations' economic development schema.²³ Specifically, advertising in China was found to play a strictly communicative role in promoting production, expanding the circulation of goods, guiding the consumers, enlivening the economy, offering convenience to people's lives and developing international economic relations and trade, so as to better serve the socialist material and cultural development. Consequently, hard-selling and dramatic advertising should be avoided.²⁴

Rice and Lu researched the characteristics of the information content of Chinese magazine advertisements, which is the first large-scale content analysis of its kind. A total of 472 magazine advertisements were analyzed, using the Resnik and Stern classification system. Rice found that

Chinese magazine advertisements tended to be more informative than U.S. and Japanese magazine advertisements, causing speculation that Chinese consumers highly value performance and quality in their products. Since Chinese incomes are low and the Chinese people are relatively inexperienced consumers, they tend seek information on product attributes in order to make wise purchase choices. Therefore, Rice recommended that foreign advertisers entering the Chinese market should use performance and quality appeals in advertising, rather than "symbolic" advertising appeals commonly found in the West.²⁵

The Importance of Visual Components in Advertising

Advertising researchers have a basic understanding of the importance of visual components of advertisements. Irwin stressed the importance of visuals in an advertisement by mentioning how readers look at an advertisement. He argued that since most people look at the picture of an advertisement first, the visual is a more important element in an advertisement to capture the attention of the reader. Also, he realized that the visual component can help the reader identify the subject of the advertisement, which, in turn, arouses the reader's interest and potentially creates a favorable or non-favorable impression of the product or the advertiser. Irwin further argued that visual appeals help convince the reader of the truth of claims made in the

copy, emphasizing unique features of the product, and providing continuity for all advertisements in the campaign through the use of a unified visual techniques in each individual advertisement.²⁶

Burnett also concentrated on the function of visuals in advertisements, concluding that both verbal and visual components in advertisements are important. The best advertising should use both of the components to enforce each other. However, visuals are better at achieving the consumer's attention, enhancing identification and recall, since many people remember messages as visual fragments.²⁷

Irwin further found that more than twice as many magazine readers are captured by a picture in an ad as by the headline. Furthermore, the bigger the illustration, the higher the attention-getting power of the advertisement. Ads with pictures are noticed more and tend to pull more readers into the body copy.²⁸

Moriarty provided evidence supporting the above findings. In her study, Moriarty found that the noted score for 97 percent of the advertisements was identical to the seen score for the visual which suggested that the advertisement's impact is certainly a function of the power of its visual.²⁹

Smith also conducted a study stressing the powerful effect of visuals on consumer responses to advertising. He found that consumers' inferences were very strongly visually

dependent for the ad's execution; therefore, Smith concluded that the pictures and words in an advertisement should convey the same meaning to reenforce each other in order to achieve the maxim effects.³⁰

Meanwhile, Rossiter declared that the visual components were a valid indicator of advertisement effectiveness. Rossiter examined 73 magazine ads in Newsweek and found that the visual component dictated the degree to which readers recognized the advertisements and the brands via the advertisement. Further, Rossiter concluded that effective pictures can "lead in" the readers to the body copy or message content.³¹

To date, most of the cross-cultural studies concerning the globalization theory concentrate only on the message content of advertising. A study by Killough changed the focus of previous studies by concentrating on the use of visuals in international advertising. Killough reviewed advertising campaigns for 120 product lines or services, and conducted in-depth interviews with 65 top management and marketing executives in major multinational companies and advertising agencies. Killough reported that executives surveyed believed that visual appeals and message content of advertisements could not be universally applicable. He found that more than 70 percent of all advertising campaigns were revised before they were used outside of the market for which they were first produced. Further, Killough argued

that the visual components usually cannot be transferred intact. That is, because of such barriers as cultural, communicative, legislative, competitive, and executional problems, an otherwise strong visual appeal may be rejected.³²

Endnotes

¹Ernest Dichter, "The World Customer," Harvard Business Review 40 (1962): 113-122.

²Steuart H. Britt, "Standardizing Marketing for the International Market," Columbia Journal of World Business 9 (1974): 39-45.

³Robert T. Green., William H Cunningham., and Isabella Cunningham. "The Effectiveness of Standardized Global Advertising," Journal of Advertising 4 (1975): 25-30.

⁴Greg Harris, "The Globalization of Advertising," International Journal of Advertising 4 (1984): 25-30.

⁵Edward T. Hall, "The Silent Language of Business Overseas," Harvard Business Review 38 (1960): 87-96.

⁶James A. Lee, "Cultural Analysis in Overseas Operations," Harvard Business Review 44 (1966): 106-114.

⁷John K. Ryans. Jr, "Is It Too Soon to Put a Tiger in Every Tank?" Columbia Journal of World Business 4 (1969): 69-75.

⁸Ibid.

⁹Montrose Sommers and Jerome Kernan, "Why Products Flourish Here and Fizzle There," Columbia Journal of World Business 2 (1967): 89-97.

¹⁰Ibid.

¹¹Warren J. Keegan, "Multinational Product Planning: Strategic Alternatives," Journal of Marketing 33 (1969): 58-62.

¹²Robert D. Buzzell, "Can You Standardize Multinational Marketing?" Harvard Business Review (1968): 103-113.

¹³Ibid 112.

¹⁴Charles S. Madden., Marjorie J. Caballero, and Shinya Matsukubo, "Analysis of Information Content in U.S. and Japanese Magazine Advertising," Journal of Advertising 15 (1986): 38-45.

¹⁵Jae W. Hong., Aydin Muderrisoglu., and George M. Zinkhan, "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine

Advertising," Journal of Advertising 16 (1987): 55-68.

¹⁶Grahame R. Dowling, "Information Content in U.S. and Australian Television Advertising," Journal of Marketing 44 (1980): 34-37.

¹⁷Richard Tansey., Michael R. Hyman., and George M. Zinkhan, "Cultural Themes in Brazilian and U.S. Auto Ads: A Cross-cultural Comparison," Journal of Advertising 19 (1990): 30-39.

¹⁸Alfred S. Boote, "Psychographic Segmentation in Europe," Journal of Advertising Research 22 (1982): 19-25.

¹⁹Watson S. Dunn, "The Case Study Approach in Cross-cultural Research," Journal of Marketing Research 3 (1966): 26-31.

²⁰Marshall D. Rice, "China's Sleeping Ad Market Wakes Up," Marketing News 25 September 1987, 4.

²¹Richard J. Semenik., Zhou Nan., and William L. Moore, "Chinese Managers' Attitudes Toward Advertising in China," Journal of Advertising 15 (1986): 56-62.

²²Ibid

²³Ho Suk-ching and Sin Yat-ming, "Advertising in China: Looking Back at Looking Forward," International Journal of Advertising 5 (1986): 307-316.

²⁴Ibid

²⁵Marshall D. Rice and Lu Zaiming, "A Content Analysis of Japanese Magazine Advertisements," Journal of Advertising 17 (1988): 43-48.

²⁶Richard D. Irwin, Contemporary Advertising (Buvee, Courtland L: William F. Arens, 1992), 328.

²⁷Leo Burnett, "Keep Listening to That Wee, Small Voice," in Readings in Advertising and Promotion Strategy, Arnold A. Barban and C. H. Sandage, eds. (Homewood, Il: Irwin, 1968).

²⁸Irwin 328.

²⁹Sandra E. Moriarty, "A Content Analysis of Visuals Used in Print Media Advertising," Journalism Quarterly 66 (1989): 550-554.

³⁰ Ruth Ann Smith, "The Effects of Visual and Verbal

Advertising Information on Consumers' Inferences," Journal of Advertising 10 (1991): 13-23.

³¹John R. Rossiter, "Predicting Starch Scores," Journal of Advertising Research 21 (1981): 63-68.

³²James Killough, "Improved Payoffs from Transformational Advertising," Harvard Business Review (1978): 102-110.

CHAPTER III

METHODOLOGY

Content analysis is a research method which has been used successfully by a number of researchers to examine differences in advertising content and expression in the print or broadcast media. Researchers have defined content analysis as a scientific, objective, systematic, quantitative, and generalizable description of communication content. Berelson defined content analysis as "a research technique for the objective, systematic, and quantitative description of the manifest content of communication".¹ Fearing said: "Latent content as well as manifest content may be examined by content analysis, a series of judgments or descriptions made under specifically defined conditions by judges trained in the use of objectively defined criteria".² Buddy argued: "Content analysis is a systematic technique for analyzing message content and message handling -- it is a tool for observing and analyzing the overt communication behavior of selected communicators".³ Further, Kerlinger stressed:

Content analysis, while certainly a method of analysis, is more than that. It is ... a method of observation. Instead of observing people's behavior directly, or asking them to respond to scales, or interviewing them, the investigator takes the communications that people

have produced and asks questions about the communications".⁴

Content analysis is also a very useful methodology for marketing research. Wheeler discussed the advantages of using content analysis in marketing studies. He declared that content analysis is suited for marketing applications such as definition of target markets and market segmentation, based on information content of attitudes, personality indicators and motivations. Wheeler found content analysis to be an excellent methodology for categorizing marketing communication, such as advertising and promotion, and for tracking product awareness and image worldwide.⁵

Research Design

Content analysis is used here to investigate differences in the expression of American and Chinese magazine advertisements. The independent variable is the nationality of the magazine advertisements, while the dependent variables are the function of advertising visuals and the type of appeals used in the advertisements.

The categories used in this study were developed by Moriarty in 1975. This schema divides the function for advertising visuals into two major categories, literal visuals and symbolic visuals. Literal visuals are used to communicate factual information and their role is to identify, describe and report important details. As defined

by Moriarty, "a literal picture is realistic, obvious, and gives all the details... [the literal visuals] are drawn from direct experience. They replicate, imitate or represent reality--that which is experienced by being seen."⁶ Based on Moriarty's definition of literal visuals, this study operationalized literal visuals as those "visuals which thought to communicate knowledge of sensory data that is realistic or literal. While the knowledge leads to recognition, identification, and classification".⁷ For example, the ad (contained in Time, April 11, 1994) for Chrysler New Yorker car presented the car itself but nothing else (see Appendix I). The visual of this ad is considered a literal visual.

Symbolic visuals, on the other hand, are defined by Moriarty as: "abstract, analogous, ambiguous, and demands that the reader or viewer get involved in translating or creating the meaning... [Symbolic visuals] communicate through assigned or attached meanings. They are more figurative and connotative. [They] present concepts and general impressions, not details. Through the process of abstraction, the details are stripped away in order to focus on the essence of the idea."⁸ Based on Moriarty's definition, this study operationally defined symbolic visuals as "visuals which are thought to lead to an understanding of concepts and impressions as well as non-literal information".⁹ For example, the ad (contained in

U.S. News, April 11, 1994) for the Principal Mutual Life Insurance Company presented an egg in a carton which symbolized the company's one-by-one service approach (see Appendix II).

According to Moriarty, literal visuals include the following two appeals: description and comparison. Description shows what the brand or product looks like. For this research effort, description appeals were operationally defined as the appeal which presents the brand or product in the visual component of magazine advertisements. For example, the ad for cigarette "Basic" (contained in Sport Illustrated, February 28, 1994) presented a pack of the cigarette itself only (see Appendix III). The visual of this ad used description appeal. In addition, comparison appeals feature the portrayal and/or naming of the competition in the visual, or before and after use the product.¹⁰ For this study, comparison appeals were operationally defined as which presents (by portrayal or naming) the brand or product's competitor(s), or the differences before and after use the product in the visual component of magazine advertisements. For example, the ad for cigarette "Carlton" (contained in Sport Illustrated, February 28, 1994) presented the cigarette "Carlton" and its competitors--"Marlboro", "Camel", "Winston", "Kent" and "Viceroy" (see Appendix IV). The visual of this ad used comparison appeal.

Symbolic visuals are more abstract. This approach relies on two appeals: association and symbolic. Association uses a person or setting in the visual that provides identification of the product with a lifestyle, a certain type of person who uses the product, or with a particular situation where the product is used. Advertisers often create associations of products with celebrities and other popular spokespeople who represent glamour or authority. Invented fictional characters are sometimes used to extend these associations.¹¹ For this research, this researcher operationally defined association appeals as those which present the product in a particular physical setting or being used by certain persons. For example, the ad for cigarette "Merit" (contained in Newsweek, April 11, 1994) presented a young man with a cigarette on his hand (see Appendix V). The visual of this ad used association appeal.

The other strategy advertisers use for symbolic visuals is the symbolic appeal. According to Moriarty, three other appeals (other than association) were found in symbolic visuals--story-telling,¹² metaphors,¹³ and aesthetics.¹⁴ In this study, the three appeals--story-telling, metaphors and aesthetics--were all considered symbolic appeal.¹⁵ Therefore, the researcher and coders categorized symbolic visuals into only two visual appeals--association and symbolic. For this research project, symbolic appeals were

operationally defined as the appeal which contains other forms of symbolic visuals (thought to lead to an understanding of concepts and impressions) but presenting the product in a particular physical setting or being used by certain persons--association appeal. For example, the ad for American Standard company (contained in Life, March 1994) presented a bath-tub-plug which looks like a funny-looking face (see Appendix VI). The visual of this ad is used symbolic appeal. This improved category was used by Culter and Javalgi examining the visual components of print advertising in the United States and the European Community, and was considered to be very suitable for the similar research projects.¹⁶

Research Questions

Against the background of the globalization debate and within the tradition of content research, this study compares American and Chinese magazine advertising in terms of the visuals' function for magazine advertising and the use of visual appeal. The purpose of this study is to investigate advertising expression between these two cultures. The findings of this study aim to partially answer the overall question of how visuals for advertising in China may perform a different function than those found in American advertising. Specifically, this study is designed to answer the following research questions:

1. Do visuals for magazine advertising in the two countries perform different functions?
2. Does magazine advertising in the two countries differ in terms of the use of visual appeals?
3. What are the characteristics for Chinese magazine advertising in terms of using the visual functions and visual appeals?
4. What are the characteristics for American magazine advertising in terms of using the visual functions and visual appeals?

Hypotheses

To answer the research questions, the following null hypotheses were developed and examined by this research study:

Hypothesis One: There is no significant relationship between the nationality of the advertisements and the function of visuals in magazine advertising.

Hypothesis Two: There is no difference in the use of literal visuals between Chinese and American magazine advertisements.

Hypothesis Three: There is no difference in the use of symbolic visuals between Chinese and American magazine advertisements.

Hypothesis Four: There is no difference in the use of literal and symbolic visuals in American magazine

advertisements.

Hypothesis Five: There is no difference in the use of literal and symbolic visuals in Chinese magazine advertisements.

Hypothesis Six: There is no significant relationship between the nationality of magazines (advertisements) and the use of visual appeals.

Hypothesis Seven: There is no difference in the use of description appeals between Chinese and American magazine advertising.

Hypothesis Eight: There is no difference in the use of comparison appeals between Chinese and American magazine advertisements.

Hypothesis Nine: There is no difference in the use of association appeals between Chinese and American magazine advertisements.

Hypothesis Ten: There is no difference in the use of symbolic appeals between Chinese and American magazine advertisements.

Hypothesis Eleven: There is no difference in the use of visual appeals (description, comparison, association, or symbolic) in Chinese magazine advertisements.

Hypothesis Twelve: There is no difference in the use of visual appeals (description, comparison, association, or symbolic) in American magazine advertisements.

Selection of Samples

The content of ten magazines, five from the People's Republic of China and five from the United States, was analyzed for differences in visual functions and the use of visual appeals of advertisements. All full-page advertisements contained in the sample of publications was examined, whereby their visual components were identified, coded and subjected to statistical procedures to answer the research questions.

The Chinese magazines selected for study were Family, The Chinese Youth, The Chinese Woman, The Golden Age, and Sports. All the advertisements (129 items) carried in the 60 issues of the five magazines in 1993 (January to December) were included in the sample. Further, all the five magazines were monthly publications with national circulation. The five magazines were selected according to their readership and pattern of content.

Family is a family oriented publication targeting all family members regardless of the given reader's gender and age. The content is usually made up with articles and features about current events, lifestyle, scientific discovery, special social events and figures, and human interest stories. All articles and features are written in a simple style to ensure readability by all family. The Chinese Youth is a popular news magazine in China. This magazines contains the following sections: letters,

chronicles, news and current events, and essays. The readers of this magazine include young and middle-aged people, although other age groups also read this magazine. Sports mainly carries sports news stories and features. It also features previews, analysis and comments on major games and events, as well as features on noteworthy sports figures. The Chinese Woman is mainly designed to target women readers. It contains articles about food, fitness, beauty, and child care. Further, this magazine usually carries editorials on social issues and human interest stories. The Golden Age is a teenager magazine. It provides news stories and features on social issues, lifestyle, and human interest items for teenage readers (mostly high school students).¹⁷

Among possible American publications, Life was selected as a family magazine. This magazine is a monthly publication, which illustrates the world through the power of pictures. It explores domestic and international news, business, the arts, lifestyle, and human interest stories. Each issue includes news stories, feature articles, regular departments and photo essays. The content of this publication is very suitable for all the members of a family. Time was selected as the American newsmagazine for this study. It focuses on domestic and world affairs, offering an analysis and perspective of the week's news. The editorial departments cover events, trends and issue

while the cover story examines a significant situation or personality in depth. Sports Illustrated was selected for the sample of American sports magazines. This weekly publication reports and interprets the world of sports, recreation and active leisure. It features individuals connected to sports, and evaluates trends concerning the role sport plays in contemporary life. In addition, the magazine has articles on such subjects as fashion, physical fitness and conservation. Good Housekeeping was viewed as an exemplary female magazine. This monthly publication is edited for American women. It publishes articles focusing on food, fitness, beauty, and child care. The editorials in this magazine include human interest stories, articles that focus on social issues, money management, health news, and travel. Finally, Teen was selected for the teenager magazine. It publishes 10 times a year (no issues for January and February). This magazine is a newsmagazine produced by teenagers for a teenage audience. In addition to standard features such as education, health, sports and fashion, it focuses on themes such as teens in crisis, teens in the arts, and teens and the environment.

Because of the limited number of advertisements contained in each issue of the Chinese magazines, all the ads found in the 60 issues of the five magazine published in 1993 were included in the sample. On the other hand, to balance the number of advertisements in the study, a

systematic random sample of magazine was selected for this research project. Using a table of random digits, the August issue of 1993 were chosen to be included in the sample of the three American monthly magazines (including Teen). Further, the issues published on August 23 and February 15 were selected for the two weekly American publications. This resulted in 129 Chinese and 227 American advertisements to be included in the sample (a total 356 ads).

Statistical Methods

Given that the results of this research study were produced in the form of frequency (nominal) data, the Chi-square tests were used in order to determine whether the differences and relationships among the variables were real and not due to chance. Therefore, marked differences exist between the observed and the expected frequencies for each category, the Chi-square test produces a numerical value large enough to be interpreted as statistically significant.

Coding Procedure

Three coders, this researcher (a Chinese), and two other graduate students at Oklahoma State University (a Chinese and a American), categorized the visual component of the 356 samples according to the Moriarty classification method.

Reliability

One of the threats to the reliability of research is bias on the part of the researcher. The researcher's perceptions of the sample can be influenced by his/her unintentional expectancy of a certain result. To achieve a high level of reliability for this study, the researcher used two independent coders to finish the coding process. A test of coder reliability was conducted using 10 percent of the overall samples. Both the researcher and the coders evaluated the sample according to the Moriarty categories. In order to establish intercoder reliability, the following equation was used:

$$R = 2M/N_1 + N_2$$

In this case, "R" expresses the percentage of agreement between coders; "M" is the number of coding decisions on which the two coders agree; "N₁" is the total number of coding decisions by coder #1; and "N₂" is the total number of coding decisions by coder #2.

Assumed Limitations

It is necessary to note that the results of this study may be limited by certain factors. First, the observed differences in advertising expression between the People's Republic of China and the United States may be due to the differences in the two nations' various systems of product distribution, market performance or media availability.

Also, the small sampling size of both advertisements and magazines used in this study presents difficulties in generalizing the conclusions over a wide range of magazines. A much larger number of advertisements from many magazines, as well as radio, newspaper, and television, must be examined in order to arrive at more conclusive results.

Endnotes

¹B. Berelson, Content Analysis in Communications Research (Glencoe, Ill: The Free Press, 1952), 55.

²F. Fearing, "Towards A Psychological Theory of Human Communication," Journal of Personality 22 (1953): 71-88.

³R. W. Budd., R. K. Thorp., and L. Donohew, Content Analysis of Communications (New York: Macmillan, 1967): 2.

⁴F. H. Kerlinger, Foundations of Behavioral Research: Education and Psychological Inquiry (New York: Holt, Rinehart & Winston, 1964): 544.

⁵David R. Wheeler, "Content Analysis: An Analytical Technique for International Marketing Research," International Marketing Review (1988): 34-40.

⁶Sandra E. Moriarty, "Literal and Symbolic Visuals," A paper presented at the International Visual Literacy Conference (Madison, Wis. Oct 1986).

⁷Ibid.

⁸Ibid.

⁹Ibid.

¹⁰Ibid.

¹¹Ibid.

¹²Storytelling is a type of appeal advocated by the legendary advertising executive David Ogilvy. This appeal uses a narrative form to create and intensify drama. It usually provides one or a series of pictures to illustrate a story.

¹³Metaphor is a type of appeal using the power of metaphor to create a total sensory impression. A metaphor takes the identity of characteristics of one thing and associates it with something entirely different.

¹⁴Aesthetics is a type of appeal making the details of a given product more abstract through the use of patterns, shapes or similar breviate art forms.

¹⁵This follows previous designs by other researchers who found it necessary to combine the three appeals (stroy-telling, metaphors, and aesthetics), in an effort to account

for the small cell size problem when using the Chi-square statistic.

¹⁶Bob D. Culter., and Rajshekhar G. Javalgi, "A Cross-cultural Analysis of the Visual Components of Print Advertising: The United States and the European Community," Journal of Advertising Research (January/February 1992): 71-80.

¹⁷The obvious differences between Chinese and American cultures and press systems made the process of locating publications with identical demographic appeal and editorial content for this study extremely difficult. The author had made the best possible effort to locate American magazines that match--as closely as possible--the Chinese publications cited here.

CHAPTER IV
ANALYSIS OF DATA
Background

A statistical content analysis was performed on the visual component of advertisements in ten Chinese and American magazines to examine possible differences in the use of visual appeals by advertisers in the two countries. A total of 356 items was recorded. Family contained 24 advertisements; The Chinese Woman, 15; The Golden Age, 26; The Chinese Youth, 24; Sports, 21; Sports Illustrated, 31; Good Housekeeping, 55; Teen, 29; Time, 35; and Life, 28.

SYSTAT was used for data analysis. The results were discussed according to the visual appeal variable, based on the nationality of the magazine advertisements.

Statistical Analysis

A Chi-square analysis was used to test the correspondence between observed and expected frequency occurrences for each variable. The level of significance was set at 0.05, meaning that the probability of occurrence by chance for a found relationship is less than five times in one hundred.

Intercoder Reliability

For the purpose of checking coders' understanding of the analysis method, and to achieve uniformity in making decisions, an intercoder reliability test was conducted after the coder had practiced in a group. Each coder looked at a sample of advertisements and decided which category each ad should be placed. First, the coders coded the items for the visuals' function for magazine advertising (literal or symbolic). Second, they coded items according to the use of visual appeals (description, comparison, association, symbolic).

TABLE I
Intercoder Reliability

	Coder1 vs 2	Coder1 vs 3	Coder2 vs 3
Visuals' Function	1.00	1.00	1.00
Visual Appeal	0.98	0.96	0.98

Generally, there was a very high correlation within each pair of coders, especially, in the visuals' function and the correlations are lower for the use of visual appeals.

However, overall the correlations ranging from 0.96 to 1.00 were high enough to insure that the differences in decisions were not so significant that they would affect or

change the conclusion.

Findings

Research Question One: Do visuals for magazine advertising in the two countries perform different functions?

Table II presents the proportion of the visuals' function for magazine advertising in Family, The Chinese Youth, The Chinese Woman, The Golden Age, Sports, Time, Life, Sports Illustrated, Teen, and Good Housekeeping. A complex chi square analysis was performed to examine the relationship between the function of visuals for magazine advertising and the nationality of the advertisements.

TABLE II
FREQUENCY OF THE USE OF VISUALS
BY MAGAZINE (NATION)

	Chinese Magazine	American Magazine
Literal Visual	75	92
Symbolic Visual	54	135
Total	129	227

Complex Chi Square Statistic = 10.24
Table Chi Square = 3.8 ($p < 0.05$, $df = 1$)

The complex chi square analysis of the frequency of the use of visual appeals for magazine advertisements in Family, The Chinese Youth, The Chinese Woman, The Golden Age, Sports, Time, Life, Sports Illustrated, Teen, and Good Housekeeping shows that there is a statistically significant relationship at the 0.05 level between visuals' function for magazine advertising and the nationality of the ten magazine (advertisements). However, the strength of the relationship between the visuals' function for magazine advertising and the nationality of the ten magazine (advertisements) is very weak since the value of ϕ is only 0.17. Hypothesis one is rejected. Simple chi square tests were conducted to find where the difference is significant at the 0.05 confident level.

The simple chi square analysis of the frequency of the use of literal visuals in magazine advertisements shows that there was no significant difference at the 0.05 confidence level on the proportion of literal visuals for magazine advertising between the two nations. This simply means that the observed differences might have been due to chance more than five times in a hundred. A lack of statistical significance may mean that there is no difference for the two nations' magazines (the five for each nation) in using literal visuals for their advertisements. Hypothesis two is supported.

The simple chi square analysis of the frequency of use

of symbolic visuals in the two nations' magazines shows that there was a statistically significant difference at the 0.05 confident level. The finding indicated that Chinese magazine advertising tended to contain less symbolic visuals in its advertisements than American magazine advertising. Hypothesis three is rejected.

Furthermore, the simple chi square tests of the function of visuals in Chinese and American magazine advertising indicated that there was no significant differences at the 0.05 confidence level in Chinese magazine advertising. However, a significant different was found in the function of visuals in American magazine advertising (This data is presented and discussed to partially answer research question three and four.)

Research Question Two: Does magazine advertising in the two countries differ from each other in terms of the use of visual appeals?

Table III presents the proportion of the four types of visual appeals used for magazine advertisements in the ten magazines. A complex chi square analysis was performed to examine the relationship between the use of visual appeals and the nationality of the advertisements.

TABLE III
FREQUENCY OF THE USE OF VISUAL APPEALS
BY MAGAZINE (NATION)

	Chinese Magazine	American Magazine
Description	74	91
Comparison	1	1
Association	48	80
Symbolic	6	55
Total	129	227

Complex Chi Square Statistic = 23.97

Table Chi Square = 12.8 ($p < 0.005$, $df = 3$)

The complex chi square analysis of the frequency of the use of visual appeals for magazine advertisements in Family, The Chinese Youth, The Chinese Woman, The Golden Age, Sports, Time, Life, Sports Illustrated, Teen, and Good Housekeeping shows that there is a statistically significant relationship at the 0.05 level between the use of visual appeals and the nationality of the ten magazine (advertisements). However, the strength of the relationship between the use of visual appeals and the nationality of the ten magazine (advertisements) is weak since the contingency coefficient is only 0.25. Hypothesis six is rejected. Simple chi square tests were conducted to find where the

difference is significant at the 0.05 confidence level.

The simple chi square analysis of the use of description appeals in the two samples shows that there was a statistically significant difference at the 0.05 confident level. The finding indicates that Chinese magazine advertising tends to use more description appeal for its advertisements than American magazine advertising. Hypothesis seven is supported.

The simple chi square analysis of the use of comparison appeals between the two countries shows that there was no significant difference at the 0.05 confidence level. This lack of statistical significance may mean that there is no difference between magazine advertising in the People's Republic of China and the United States in using comparison appeals. Hypothesis eight is supported.

The simple chi square analysis of the use of association appeals between the two countries shows that there was no significant difference at the 0.05 confidence level. This lack of statistical significance may mean that there is no difference between magazine advertising in the People's Republic of China and the United States on the use of association appeal. Hypothesis nine is supported.

However, the simple chi square analysis of the use of symbolic appeals between the two countries shows a statistically significant difference at the 0.05 confident level. The finding indicates that Chinese magazine

advertising tends to use less symbolic appeal for its advertisements than American magazine advertising.

Hypothesis ten is rejected.

In addition, the simple chi square tests indicated significant differences on the use of visual appeals (description, comparison, association, symbolic) in both Chinese and American magazine advertisements on the 0.05 confident level. (This data is presented and discussed to partially answer research questions three and four.)

Research Question Three: What are the characteristics for Chinese magazine advertising in terms of using the visual functions and visual appeals?

Table IV and V present the proportion of visual functions for Chinese magazine advertising and the frequency of the use of visual appeals in the five Chinese magazines -- Family, The Chinese Youth, The Chinese Woman, Sports, The Golden Age. Simple chi square tests were conducted to examine the difference of proportion of visual functions and use of visual appeals in Chinese magazines.

TABLE IV
PROPORTION OF VISUALS
IN CHINESE MAGAZINES

	Literal Visual	Symbolic Visual
Chinese Magazine	75	54

Simple Chi Square Statistic = 3.42
Table Chi Square = 3.80 ($p < 0.05$, $df = 1$)

The simple chi square analysis of the function of visuals performed for Chinese magazines shows that there was no significant difference at the 0.05 confidence level, which may mean that literal visuals and symbolic visuals were used as frequently as each other by Chinese magazine advertisers. Hypothesis five is supported.

TABLE V
FREQUENCY OF USE OF VISUAL APPEALS
IN CHINESE MAGAZINE ADVERTISEMENT

	Description	Comparison	Association	Symbolic
Chinese Magazine	74	1	48	6

Simple Chi Square Statistic = 113.39
Table Chi Square = 7.8 ($p < 0.05$, $df = 3$)

A simple chi square analysis indicated significant differences among the proportion of various visual appeals in Chinese magazine advertisements at the 0.05 confidence level. Specifically, the five Chinese magazines used description appeals most often, followed by association appeals. Symbolic appeals were used slightly more often than comparison appeals, nevertheless, each of the two appeals was rarely used. Hypothesis eleven is rejected.

Research Question Four: What are the characteristics for American magazine advertising in terms of using the visuals' function and visual appeals?

Table VI and VII present the proportion of visual functions for American magazine advertising and the frequency of the use of visual appeals in the five American

magazines -- Teen, Sports Illustrated, Good Housekeeping, Time, Life. Simple chi square tests were conducted to examine the difference in the proportion of visual functions and use of visual appeals in American magazines.

TABLE VI
PROPORTION OF VISUALS
IN AMERICAN MAGAZINES

	Literal Visual	Symbolic Visual
American Magazine	92	135

Simple Chi Square Statistic = 8.15
Table Chi Square = 3.80 ($p < 0.05$, $df = 1$)

The simple chi square test shows statistical significance at the 0.05 confidence level on the use of visuals for American magazine advertising. This finding seems to indicate that American magazine advertisers use more symbolic visuals for their advertisements than literal visuals. Hypothesis four is rejected.

TABLE VII
 FREQUENCY OF USE OF VISUAL APPEALS
 IN AMERICAN MAGAZINE ADVERTISING

	Description	Comparison	Association	Symbolic
American magazine	91	1	80	55

Simple Chi Square Statistic = 85.02
 Table Chi Square = 7.8 ($p < 0.05$, $df = 3$)

A simple chi square analysis indicated significant differences among the proportion of use of various visual appeals in American magazine advertisements at the 0.05 confident level. Specifically, the five American magazines used description appeals most often, followed by association appeals. Symbolic appeals were used more often than comparison appeals, but less often than description and association appeals. Unexpectedly, comparison appeal was rarely found in American magazine advertisements. Hypothesis twelve is rejected.

CHAPTER V

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

Developing a cost-effective advertising strategy to communicate to people in different cultures is one of the great challenges in the international advertising arena. In moving from one culture to another, communication is more difficult because cultural factors largely determine the ways advertising will be perceived.

The advocates of the globalization theory have argued that the needs and values of international customers are becoming more and more similar. Therefore, have advocated a more standardized advertising strategy for international advertising. On the other hand, the opponents of globalization theory have stressed the fact that cultures among nations are so different that international advertisers should develop advertising strategies according to given cultural environments.

Although many research efforts have been devoted to the debate over the globalization theory, no final conclusion has been made. Although researchers have examined cultural differences in expression among nations, they have not conducted such comparison studies between the People's

Republic of China and the United States. In addition, visual components in advertising is one of the most critical factors in developing a sound marketing strategy. But this variable has not received as much attention from researchers as has the verbal content of advertisements.

The purpose of this research was to investigate the existence of possible differences between Chinese and American magazine advertising expression and form, thus implying that such differences are related to cultural differences between the two countries.

The comparative content analysis performed, here, on Chinese and American magazine advertisements revealed several major differences between the two countries and cultures in terms of the function of visuals in magazine advertising and the use of visual appeals.

The commonly accepted Moriarty classification method was used in order to examine the function of visuals performed in Chinese and American magazine advertising and the use of visual appeals.

A total of 10 magazines were examined (five from each country), which contained 356 advertisements. Of the Chinese publications, 24 advertisements were contained in Family, 15 in The Chinese Woman, 26 in The Golden Age, 24 in The Chinese Youth, 21 ads were contained in Sports. Of the American publications, 31 ads were used from Sports Illustrated, 55 in Good Housekeeping, 29 in Teen, 35 in Time

and 28 were found in Life. Twelve issues for each Chinese magazine included in the sample were from the period of January 1993 to December 1993. From this one-year sample, the August and February issues of American magazines were systematically selected, whereby only full-page advertisements were analyzed. The results of this study allowed the researcher to find answers for the research questions and determine the validity of research hypotheses.

The first research question ascertained whether visuals for magazine advertising in the People's Republic of China and the United States perform different functions. To find the answer for this question, hypotheses one, two, and three were developed and examined. It was speculated that there was no relationship between the nationality of the advertisements and the function of visuals in magazine advertising (hypothesis one), and that there were no differences in the use of literal and symbolic visuals between Chinese and American magazine advertisements (hypothesis two and three). The results revealed a real relationship between the nationality of magazine advertisements and visuals' function. Hypothesis one was rejected. Although it must be noted that the strength of the relationship between the nationality of the magazine advertisements and the visuals' function for magazine advertising was very weak. In addition, no difference was found in the use of literal visuals between Chinese and

American magazine advertisements. However, a real difference was discovered in the use of symbolic visuals between the two nations. Therefore, hypothesis two was supported and hypothesis three was rejected.

The second research question asked whether magazine advertising in the People's Republic of China and the United States differ in terms of the use of visual appeals. Hypotheses four, seven, eight, nine, and ten were developed to answer this question. The researcher hypothesized that there was no significant relationship between the nationality of magazine advertisements and the use of visual appeals (hypothesis four). Further, there were no differences on the use of description, comparison, association, and symbolic appeals between Chinese and American magazine advertising (hypothesis seven, eight, nine, and ten). The results of this study show that there was a real relationship between the nationality of magazine advertisements and the use of visual appeals. Hypothesis four was rejected, but it must be noted that the strength of the relationship between the nationality of magazine advertisements and the use of visual appeals was weak. Further statistical analyses found that there was no difference between the two countries in the use of comparison and association appeals. These findings supported hypothesis eight and nine. Nevertheless, it was found that American magazine advertising differs from

Chinese magazine advertising strongly in the use of and description and symbolic appeals. American magazine advertisements contained more symbolic appeal and less description appeal than Chinese magazine advertisements. This finding rejected hypothesis ten and seven.

The third research question ascertained the characteristics for Chinese magazine advertising in terms of using visual functions and visual appeals. To find the answer for this question, research hypotheses five and eleven were developed. The researcher hypothesized that there was no difference in the use of literal and symbolic visuals in Chinese magazine advertisements (hypothesis five), and there was no difference in the use of visual appeals (description, comparison, association, or symbolic) in Chinese magazine advertisements (hypothesis eleven). The results of this study show that there is no significant difference in the use of literal and symbolic visuals in Chinese magazine advertisements. This finding suggests that hypothesis five was supported, while the results also show significant differences in the use of visual appeals in Chinese magazine advertisements. It was found that Chinese magazine tend to use description appeals most often, association appeals second, and comparison appeals least. Although more symbolic than comparison appeals were contained in Chinese advertisements, there was not a significant difference. This finding rejected hypothesis

eleven.

The fourth research question was what are the characteristics for American magazine advertising in terms of using visual functions and visual appeals. To find the answer for this question, research hypotheses were developed. The researcher hypothesized that there was no difference in the use of literal and symbolic visuals in American magazine advertisements (hypothesis five). Further, there was no difference in the use of visual appeals (description, comparison, association, or symbolic) in American magazine advertisements (hypothesis eleven). The results of this study show that there was a real significant difference in the use of literal and symbolic visuals in American magazine advertisements. It was found that American magazine advertisements contained more symbolic visuals than literal visuals. Hypothesis four is thus rejected. Furthermore, the results show that there are significant differences in the use of visual appeals in American magazine advertisements. It was found that American magazines tend to use description appeals most often, association appeals second, and comparison appeals least. This finding suggested that hypothesis eleven is rejected.

Conclusions

The results emerging from the analysis of the data

indicates that there are several significant differences in advertising expression and form between the People's Republic of China and the United States. The first difference is the function of visuals in magazine advertising in the People's Republic of China and the United States. It is established here that the nationality of magazine advertisements relates significantly to the function of visuals for magazine advertising. Specifically, American magazines seemed to contain more symbolic visuals than literal visuals, while Chinese magazines contained about the same percent of each type of visuals.

Another difference suggested by the results of this study is that the use of visual appeals in Chinese magazines differed significantly from American counterparts. It appeared that American magazine advertisements contained more symbolic appeals than did the Chinese samples. Furthermore, the findings indicated that Chinese magazine advertisers used description appeal more often than American advertisers.

The high frequency of description appeal use may be due to the fact that more Chinese consumers are in high-involvement situations, where the consumers usually require more information about a product in order to purchase it.¹ This explanation sounds more convincing, taking into account other researchers' findings. The survey conducted by Ho and Sin found that advertising in China was viewed by Chinese

enterprise managers as a function of dissemination information.² A content analysis study on verbal content of Chinese magazine advertisements discovered that Chinese magazine advertisements tended to provide more information than U.S. magazine advertisements. Rice and Lu speculated the difference in magazine advertisements' informativeness is due to the fact that Chinese incomes are low and the Chinese people are relatively inexperienced consumers. Thus, they tend seek information on product attributes in order to make wise purchase choices.³

Meanwhile, the high frequency of symbolic visuals and symbolic appeals in American magazine advertisements may be explained by the fact that American magazine advertisers have developed a tradition of using symbolic appeals. Moriarty's study strongly supported the above explanation, in that symbolic appeals (including metaphors, storytelling, and aesthetics) were used very often by American magazine advertisers.⁴ The tradition of using symbolic appeals may due to the fact that the United States' market is more developed and Americans are more experienced consumers. Therefore, Americans are more likely to require information about the emotional satisfaction they may receive from buying a certain product. On the other hand, because Chinese advertising is still in early stages of development, manufacturers have not seen the need to use symbolic appeals in their ads. Nevertheless, it is expected

that as Chinese become more affluent and experienced consumers, their purchase decisions will become lower risk events. As a result, Chinese magazine advertisers will use symbolic appeals more often.⁵

The analysis of the characteristics of the two nations' magazine advertising has provided some very interesting findings. Unexpectedly, although American magazine advertising tends to contain more symbolic visuals and Chinese magazine advertising basically uses both kinds of visuals equally, the two nations' patterns of using visual appeals are very similar. The order in which visual appeals are ranked on the basis of the frequency of use in the ads from both countries is the same. Descriptive appeals ranked first, association was the second most commonly used, while symbolic appeals ranked third, and comparison was used least. The similarity may be due to the fact that since Chinese advertising is experiencing a stage of early development while foreign advertisers are operating in the Chinese market at the same time, Chinese advertisers have patterned their advertising in the fashion of their American counterparts.

Overall, it was found in this study that there are some significant differences between ads found in the ten Chinese and American magazines. Meanwhile, it was also found that the use of visual appeals is very similar in the ads contained in the magazines. If the findings of this study

are representative of the ads typically found in countries' magazines, it could be concluded that it is a mistake for American advertisers to apply globalized concept to the Chinese market. Rather, it would be more beneficial for American advertisers to discern the differences before they address the similarities.

Recommendations for Further Research

This content analysis may provide valuable information to international advertising and marketing decision makers as well as advertising scholars who focus on the dilemma of advertising standardization versus localization around the world. To be successful in today's global market, international advertisers must discern the differences before they address the similarities among countries.

The results of this study show that the distinct cultures of the People's Republic of China and the United States exert a significant influence on their advertising practices. Therefore, it is inappropriate to simply use visuals developed in the United States for advertising campaign in the People's Republic of China. In contrast, it is possible to adapt some of the advertising campaigns, taking into account the cultural peculiarities of the two countries.

Furthermore, it is important to note that the exposed differences in advertising expression may be the results of

differences in the distribution system, market performance or media availability between the People's Republic of China and the United States. A much larger number of advertisements from many magazines, newspapers, as well as radio and television, must be examined in order to arrive at more conclusive results. Also, such a future examination must include advertisements used over a longer time period to expose any potential advertising expression changes over time.

As the researcher mentioned in the limitations of this study, this study examined the differences of using visual components in the two countries' magazine advertising only. This researcher would like to recommend further research determining the differences in both verbal and visual components of magazine advertising between the People's Republic of China and the United States which would provide better understanding of the practice of magazine advertising in these two countries.

It is recommended that future research be conducted to identify the exact cultural differences that lead to the observed differences in advertising expression between the People's Republic of China and the United States.

Additionally, environmental factors such as political and economic stability, media usage patterns, and product life-cycles must also be studied. Also, further research may be conducted to examine psychological factors that are

the causes of differences in consumer behavior which, in turn, may cause differences in advertising practices.

Finally, advertisements from more than two countries must be examined in order to better generalize the results of this study.

In conclusion, it is hoped that American advertisers planning on operating in the People's Republic of China, as well as Chinese advertisers planning on operating in the United States, can use the results of this study to better understand the market and draw some useful conclusions about the special demands the specific culture places on the development of advertising campaigns.

Endnotes

¹Marshall D. Rice and Lu Zaiming, "A Content Analysis of Japanese Magazine Advertisements," Journal of Advertising 17 (1988): 43-48.

²Ho Suk-ching and Sin Yat-ming, "Advertising in China: Looking Back at Looking Forward," International Journal of Advertising 5 (1986): 307-316.

³Rice and Lu 47-48.

⁴Sandra E. Moriarty, "A Content Analysis of Visuals Used in Print Media Advertising," Journalism Quarterly 66 (1989): 550-554.

⁵Rice and Lu 47.

SELECTED BIBLIOGRAPHY

- Boote, Alfred S. "Psychographic Segmentation in Europe." Journal of Advertising Research 22 (1982): 19-25.
- Britt, Steuart H. "Standardizing Marketing for the International Market." Columbia Journal of World Business 9 (1974): 39-45..
- Burnett, Leo. "Keep Listening to That Wee, Small Voice," in Readings in Advertising and Promotion Strategy, Arnold A. Barban and C. H. Sandage, eds. (Homewood, Il: Irwin, 1968).
- Buzzell, Robert D. "Can You Standardize Multinational Marketing?" Harvard Business Review (1968): 103-113.
- Clark, Harold F. "Successful International Marketing Depends on Centralized Leadership." Industrial Marketing (1975): 54-58.
- Cutler, Bob D., and Rajshekhar G. Javalgi. "A Cross-Cultural Analysis of the Visual Components of Print Advertising: The United States and the European Community." Journal of Advertising Research (1992): 71-80.
- Dichter, Ernest. "The World Customer." Harvard Business Review 40 (1962): 113-122.
- Douglas, Susan., and Bernard Dubois. "Looking at the Cultural Environment for International Marketing Opportunities." Columbia Journal of World Business 12: 102-109.
- Dowling, Grahame R. "Information Content in U.S. and Australian Television Advertising." Journal of Marketing 44 (1980): 34-37.
- Dunn, S. Watson. "The Case Study Approach in Cross-cultural Research." Journal of Marketing Research 3 (1966): 26-31.
- Elinder, Erik. "How International Can European Advertising Be?" Journal of marketing 29 (1965): 7-11.

- Fatt, Arthur C. "The Danger of "Local" International Advertising." Journal of Marketing 31 (1967): 60-62.
- Green, Robert T., Cunningham, William H., and Isabella C. M. Cunningham. "The Effectiveness of Standardized Global Advertising." Journal of Advertising 4 (1975): 25-30.
- Hall, Edward T. "The Silent Language of Business Overseas." Harvard Business Review 38 (1960): 87-96.
- Harris, Greg. "The Globalization of Advertising." International Journal of Advertising 4 (1984): 25-30.
- Hite, Robert E., and Cynthia Fraser. "International Advertising Strategies of Multinational Corporations." Journal of Advertising Research (1988): 9-17.
- Ho, Suk-ching., and Sin Yat-ming. "Advertising in China: Looking Back at Looking Forward." International Journal of Advertising 5 (1986): 307-316.
- Hong, Jae W., Muderrisoglu, Aydin., and George M. Zinkhan. "Cultural Differences and Advertising Expression: A Comparative Content Analysis of Japanese and U.S. Magazine Advertising." Journal of Advertising 16 (1987): 55-68.
- Hornik, Jacob. "Comparative Evaluation of International vs. National Advertising Strategies." Columbia Journal of World Business 15 (1980): 36-45.
- Irwin, Richard D. Contemporary Advertising. Buvee, Courtland L: William F. Arens, 1992.
- Keegan, Warren J. "Multinational Product Planning: Strategic Alternatives." Journal of Marketing 33 (1969): 58-62.
- Killough, James. "Improved Payoffs from Transnational Advertising." Harvard Business Review (1978): 102-110.
- Lee, James A. "Cultural Analysis in Overseas Operations." Harvard Business Review 44 (1966): 106-114.
- Levitt, Theodore. "The Globalization of Markets." Harvard Business Review (1983): 92-102.
- Madden, Charles S., Caballero, Marjorie J., and Shinya Matsukubo. "Analysis of Information Content in U.S. and Japanese Magazine Advertising." Journal of Advertising 15 (1986): 38-45.
- Moriarty, Sandra E. "Literal and Symbolic Visuals." A paper

presented at the International Visual Literacy Conference (Madison, Wis) Oct 1986: 3-10.

Moriarty, Sandra E. "A Content Analysis of Visuals Used in Print Media Advertising." Journalism Quarterly 66 (1989): 550-554.

Nevis, Edwin C. "Cultural Assumptions and Productivity: The United States and China." Sloan Management Review (1983): 7-29.

Onkvisit, Sak., and John J. Shaw. "Standardized International Advertising: A Review and Critical Evaluation of the Theoretical and Empirical Evidence." Columbia Journal of World Business 22 (1987): 43-55.

Ramaprasad, Jyotika., and Kazumi Hasegawa. "Creative Strategies in American and Japanese TV Commercials: A Comparison." Journal of Advertising Research (1992): 50-67.

Reinhard, Keith., and W. E. Phillips. "Global Marketing: Experts Look at Both Sides." Advertising Age (1985): 46.

Rice, Marshall D. "China's Sleeping Ad Market Wakes Up." Marketing News. 25 (September 25, 1987): 4.

Rice, Marshall D., and Lu Zaiming. "A Content Analysis of Japanese Magazine Advertisements." Journal of Advertising 17 (1988): 43-48.

Roostal, Illmar. "Standardization of Advertising for Western Europe." Journal of Marketing 27 (1963): 15-20.

Rossiter, John R. "Predicting Starch Scores." Journal of Advertising Research 21 (1981): 63-68.

Ryans, John K. Jr. "Is It Too Soon to Put A Tiger in Every Tank?" Columbia Journal of World Business 4 (1969): 69-75.

Ryans, John K. Jr., and James H. Donnelly, Jr. "Standardized Global Advertising, A Call As Yet Unanswered." Journal of Marketing 33 (1969): 57-60.

Semenik, Richard J., Zhou, Nan., and William L, Moore. "Chinese Managers' Attitudes Toward Advertising in China." Journal of Advertising 15 (1986): 56-62.

Smith, Ruth Ann. "The Effects of Visual and Verbal Advertising Information on Consumers' Inferences,"

Journal of Advertising 10 (1991): 13-23.

Sommers, Montrose., and Jerome Kernan. "Why Products Flourish Here and Fizzle There." Columbia Journal of World Business 2 (1967): 89-97.

Tansey, Richard., Michael R. Hyman., and George M. Zinkhan. "Cultural Themes in Brazilian and U.S. Auto Ads: A Cross-cultural Comparison." Journal of Advertising 19 (1990): 30-39.

Tse, David K., Belk, Russell W., and Nan, Zhou. "Becoming A Consumer Society: A Longitudinal and Cross-cultural Content Analysis of Print Ads from Hong Kong, the People's Republic of China, and Taiwan." Journal of Consumer Research 15 (1989): 457-472.

Unwin, Stephen J. "How Culture Affects Advertising Expression and Communication Style." Journal of Advertising 3 (1974): 24-27.

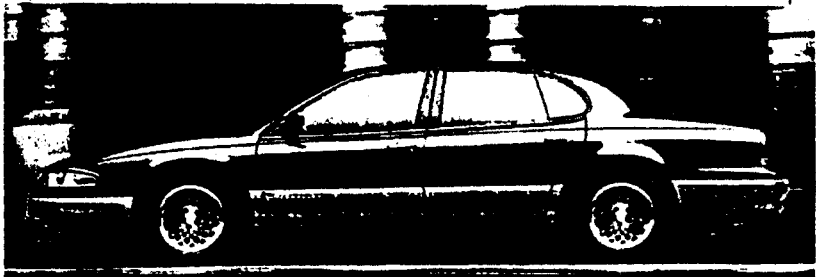
Wells, William, Burnett, John, and Sandra, Moriarty. Advertising Principles and Practice. Englewood Cliffs, New Jersey: Prentice Hall, 1989.

Appendix I

Sample of Literal Visual

This sample ad is contained in Time (April 11, 1994).


A car
your therapist would
recommend,
and your accountant
would approve of.



The Chrysler New Yorker.
\$294 a month.*

Your accountant wants to save you money. Your therapist is more concerned with your state of mind. Both of them have reason to recommend you lease a Chrysler New Yorker. It's one of the most luxurious cars Detroit has ever built. Yet it also offers the exhilaration of a 24-valve 214-horsepower engine that will instantly improve your emotional well-being. There's four-wheel independent suspension and our unique "ah forward" design to give it precise, stable handling. And to reduce anxiety it's equipped with both driver and passenger air bags. Through our lease program the New Yorker now gives you all this for a low monthly payment of \$294. Or inquire about 1.9% APR for traditional financing. See your Chrysler dealer for details. Call 1-800-4-A-CHRYSLER for information.

*For qualified lessees through Ford Leasing Inc. 24 months. Based on 1994 example with 200 package at \$22,949 minus \$2,000 dealer participation. Tax, title, license and insurance extra. Up to \$1,000 down. First monthly payment, \$125 refundable security deposit. Total of payments \$294 plus fees and taxes. Pay for every month and year. The dealer may have other offers. \$294 is returned at end of term. Offer ends Mar. 31, 1994. Dealer price may vary. Chrysler is not a bank and is not a lender. Always wear your seat belt. You can call us 24 hours a day, seven days a week.



See Your Chrysler-Plymouth Dealer.

Appendix II

Sample of Symbolic Visual

This sample ad is contained in U.S. News (April 11, 1994).



Our greatest strength is our approach to
securing your financial future.
It gives you an edge.

The Principal Edge:
Processing customers by the dozen. That's how most companies today provide financial services. But Financial Strategies™ from The Principal Financial Group® takes a fresh approach. Because no two customers, like no two eggs, are exactly alike, Financial Strategies lets our representatives focus on each person's unique financial needs. And mold our products around those needs, to create flexible, custom-fit solutions. Case in point: Adjustable Life. As your life changes, it adjusts. Rates or lower your premium without reducing the amount of coverage. Increase or decrease the value of your policy anytime. Financial Strategies is just part of the edge we deliver to millions of customers. One at a time. The Principal Financial Group, Des Moines, IA 50392-0150.

the Principal
Financial Group

The financial company
that gives you an edge.™

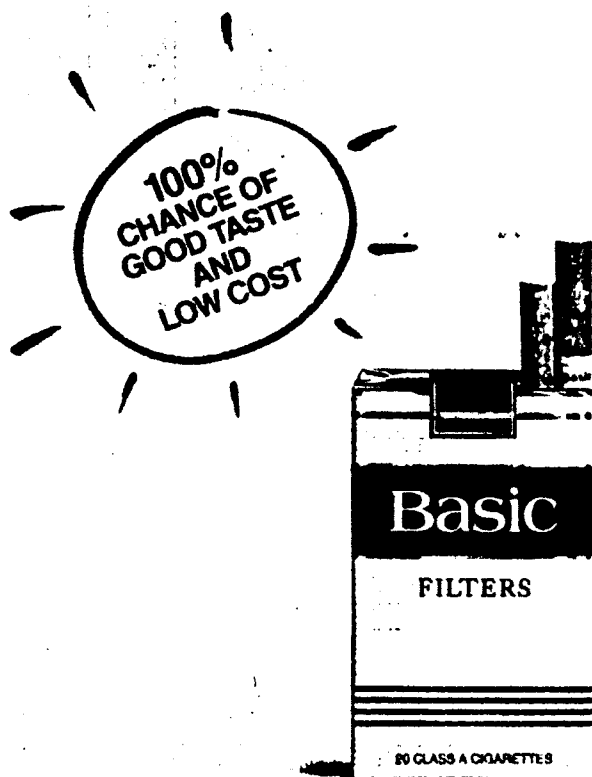
Products and services offered through Principal Mutual Life Insurance Company (The Principal and its subsidiaries, Des Moines, IA 50392-0150). Increasing the amount of coverage may require a medical exam.

© 1992 Principal Mutual Life Ins. Co.

Appendix III

Sample of Description Appeal

This sample ad is contained in Sport Illustrated
(February 28, 1994).



YOUR BASIC FORECAST

Basic

**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

© Philip Morris Inc. 1994
Kings: 16 mg "tar," 1.1 mg nicotine-av. per cigarette by FTC method.

Appendix IV

Sample of Comparison Appeal

This sample ad is contained in Sport Illustrated (February 28, 1994).

10 to 1

10 to 1

10 packs of Carlton have less tar than 1 pack of these brands.

Marlboro Winston Camel

11 mg. tar, 1.1 mg. nicotine av. per cigarette by FTC method. 12 mg. tar, 1.2 mg. nicotine av. per cigarette by FTC method. 13 mg. tar, 1.3 mg. nicotine av. per cigarette by FTC method. 14 mg. tar, 1.4 mg. nicotine av. per cigarette by FTC method. 15 mg. tar, 1.5 mg. nicotine av. per cigarette by FTC method.

U.S. Gov't. has studied nicotine of all long and short packs.

Carlton is lowest
in tar and nicotine.

© 1994 American Tobacco Co. Inc.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

Carlton is the only brand of cigarettes that has been tested and found to have the lowest tar and nicotine content in the world.

Appendix V

Sample of Association Appeal

This sample ad is contained in Newsweek (April 11, 1994).



You can do it!

You can switch
down to lower tar
and still get
satisfying taste.



**You've
got
MERIT**

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Appendix VI

Sample of Symbolic Appeal

This sample ad is contained in Life (March 1994).

NAKED
SING

Your bathroom probably knows more about you than your own mother. So it's only fitting you make it the most wonderful room in the house. Just call for a free guidebook overflowing with products, ideas and inspiration. 1-800-524-9797, Ext. 405 *American Standard*

I LOVE MY BATH ROOM

VITA

Ke Dong

Candidate for the Degree of

Master of Science

Thesis: A CROSS-CULTURAL CONTENT ANALYSIS OF CHINESE AND
U.S. MAGAZINE ADVERTISEMENTS

Major Field: Mass Communications

Biographical:

Personal Data: Born in Guangzhou, Guangdong, the
People's Republic of China, December 9, 1965, the
son of Dong Ren-jie and Wang Qi.

Education: Graduated from Guangzhou No: 7 High School,
Guangzhou, Guangdong, the People's Republic of
China. in July 1984; Received Bachelor of Laws
Degree in TV News from Beijing Broadcasting
Institute, in July 1988; Completed requirements for
the Master of Science Degree at Oklahoma state
University in July, 1994.

Professional Experience: TV Journalist, TVfilm-making
Center, Guangzhou TV Station 1988-1991; TV
Journalist, TV News Department, Guangdong TV
Station 1987-1988.

Professional Organizations: Member, Guangzhou
Journalist Association, Public Relations Student
Society of America.